

# Census 2010 CICCE Questionnaire (REVISED 5/27/09)

## SCREENER AND WAVE 2 QUESTIONNAIRE

*NOTE1 TO REVIEWERS: NORC computer-assisted questionnaires have designated reserve codes for Don't Know and Refused options which would be activated for these questionnaires. These options are not noted explicitly in this draft except where their selection affects skip patterns, or where we propose alternative categories which would replace these options.*

*NOTE2 TO REVIEWERS: NORC has received instructions from the Bureau regarding specific language that must be used with respect to the Privacy Act, matching with Title 13 data, etc. This language will appear in the consent statement rather than the questionnaire.*

*NOTE3 TO REVIEWERS: There will be multiple modes of data collection (CATI, CAPI, and possibly web and mail) and this questionnaire is the CATI instrument to be administered by interviewers.*

*NOTE4 TO REVIEWERS: Cognitive interviews of the instrument have been conducted. The instrument is modified based on results from cognitive interview results.*

*NOTE5 TO REVIEWERS: Items regarding paid media messaging will be finalized after the paid media campaign is better developed (later in 2009). The Q19 series of items is therefore a placeholder rather than final content.*

**INTRODUCTION:** Hello, I'm calling from the University of Chicago to ask people about their attitudes and experiences toward different government programs and how they can be improved.

### SCREENER

**/\*SKIP INSTRUCTION: WAVE 1 PANEL MEMBERS SKIP TO MAIN INTERVIEW (STATEMENT BEFORE Q4). ELSE, BEGIN WITH ITEM S1.\*/**

S1. First, I would like to ask you a few questions about your household.

S2. How many adults currently live in your household?

Number of people

**/\*SKIP INSTRUCTION: if S2=1, SKIP TO S9. ELSE, ASK S3.\*/**

S3. Are you one of the main people who usually opens the mail for this household?

1  Yes → SKIP TO S9

2  No → (ASK S4)

S4. These next questions are about the person who usually handles the mail. Is that person male or female?

- 1  Male
- 2  Female

S5. Is (he/she) of Hispanic or Latino origin?

- 1  Yes → (Ask S5A)
- 2  No → (SKIP TO S6)

S5a. Is (he/she)...

- 1  Mexican, Mexican American, Chicano; → SKIP TO S6
- 2  Puerto Rican; → SKIP TO S6
- 3  Cuban; → SKIP TO S6
- 4  or of another Hispanic, Latino, or Spanish origin; for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on? → (ASK S5B)
- 5  DO NOT READ: HISPANIC ORIGIN NOT SPECIFIED → SKIP TO S6

S5b. What is that origin? (For example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.)

S6. Please choose one or more of the following races that this person considers him/herself to be. (CODE ALL THAT APPLY)

- 1  White
- 2  Black or African American
- 3  Asian
- 4  Native Hawaiian or other Pacific Islander
- 5  American Indian or Alaska Native
- 6  DO NOT READ: OTHER

**/\*SKIP INSTRUCTION: IF S6=1 OR 2, SKIP TO INSTRUCTION BEFORE S7. ELSE SKIP TO INSTRUCTIONS ABOVE S6A.\*!**

**/\*SKIP INSTRUCTION: IF S6=3 THEN ASK S6A. ELSE SKIP TO INSTRUCTION ABOVE S6B\*/**

S6a. Is (he/she)...

- 1  Asian Indian
- 2  Chinese
- 3  Filipino
- 4  Japanese
- 5  Korean
- 6  Vietnamese
- 7  Or another Asian group, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on? → (ASK S6A1)

**/\*SKIP INSTRUCTION: IS S6A=7 ASK S6A1. ELSE SKIP TO INSTRUCTION ABOVE S6B\*/**

S6A1. What is the other Asian group? (For example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on)

**/\*SKIP INSTRUCTION: IF S6=4, THEN ASK S6B. ELSE SKIP TO INSTRUCTION ABOVE S6C.\*/**

S6b. Is (he/she) ...

- 1  Native Hawaiian
- 2  Guamanian or Chamorro
- 3  Samoan
- 4  Or another Pacific Island group, for example, Fijian, Tongan, and so on

**/\*SKIP INSTRUCTION: IF S6B=4 THEN ASK S6B1. ELSE SKIP TO INSTRUCTION ABOVE S6C.\*/**

S6b1. What is that other Pacific Islander group?  
(For example, Fijian, Tongan, and so on)

**/\*SKIP INSTRUCTION: IF S6=5 ASK S6C. ELSE SKIP TO INSTRUCTION ABOVE S6D\*/**

S6C. What is his/her enrolled or principal tribe?

**/\*SKIP INSTRUCTION: IF S6=6 ASK S6D. ELSE SKIP TO INSTRUCTION ABOVE S7\*/**

S6D. What is his/her other race group?

**/\*SKIP INSTRUCTION: IS THIS HOUSEHOLD ELIGIBLE FOR INCLUSION IN THE STUDY BASED ON SAMPLING CRITERIA? IF YES, ASK S8. ELSE, READ S7.\*!**

S7. Thank you for speaking with me today, those are all of the questions that I have for you.  
TERMINATE INTERVIEW.

S8. May I speak with that person now?

- 1  SELECTED RESPONDENT AVAILABLE → SKIP TO Q1.
- 2  SELECTED RESPONDENT UNAVAILABLE, →ASK S8A.

S8A. May I have the first name of that person so I can ask for them directly when I get back in touch?

**CALLBACK TO INITIATE INTERVIEW WITH APPROPRIATE RESPONDENT, STARTING INTERVIEW AT Q1.**

S9. CODE RESPONDENT SEX.

ASK IF NEEDED: I am required to ask if you are male or female.

- 1  Male
- 2  Female

S10. Are you of Hispanic or Latino origin?

- 1  Yes → (ASK S10A)
- 2  No → (ASK S11)

S10a. Are you...

- 1  Mexican, Mexican American, Chicano; → SKIP TO S11
- 2  Puerto Rican; → SKIP TO S11
- 3  Cuban; → SKIP TO S11
- 4  of another Hispanic, Latino, or Spanish origin; for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on?  
→ (ASK S10B)
- 5  DO NOT READ: HISPANIC ORIGIN NOT SPECIFIED → SKIP TO S11

S10b. What is that origin? (For example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.)

S11. Please choose one or more of the following races that you consider yourself to be.  
(CODE ALL THAT APPLY)

- 1  White
- 2  Black or African American
- 3  Asian

- 4  Native Hawaiian or other Pacific Islander
- 5  American Indian or Alaska Native
- 6  OTHER

**/\*SKIP INSTRUCTION: IF S11=1 OR 2, THEN ASK Q1. ELSE SKIP TO INSTRUCTION ABOVE S11A\*/**

**/\*SKIP INSTRUCTION: IF S11=3 THEN ASK S11A. ELSE SKIP TO INSTRUCTION ABOVE S11B\*/**

S11a. Are you

- 1  Asian Indian
- 2  Chinese
- 3  Filipino
- 4  Japanese
- 5  Korean
- 6  Vietnamese
- 7  Or another Asian group, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on?

**/\*SKIP INSTRUCTION: IS S11A=7 ASK S11A1. ELSE SKIP TO INSTRUCTION ABOVE S11B\*/**

S11A1. What is the other Asian group? (For example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on)

**/\*SKIP INSTRUCTION: IF S11=4, THEN ASK S11B. ELSE SKIP TO INSTRUCTION ABOVE S11C.\*/**

S11b. Are you...

- 1  Native Hawaiian
- 2  Guamanian or Chamorro
- 3  Samoan
- 4  Or another Pacific Island group, for example, Fijian, Tongan, and so on

**/\*SKIP INSTRUCTION: IF S11B=4 THEN ASK S11B1. ELSE SKIP TO INSTRUCTION ABOVE S11C.\*/**

s11b1. What is that other Pacific Islander group? (For example, Fijian, Tongan, and so on)

**/\*SKIP INSTRUCTION: IF S11=5 ASK S11C. ELSE SKIP TO INSTRUCTION ABOVE S11D\*/**

S11C. What is your enrolled or principal tribe?

**/\*SKIP INSTRUCTION: IF S11=6 ASK S11D. ELSE SKIP TO Q1\*/**

S11D. What is your other race group?

## WAVE 2 QUESTIONNAIRE (ESTIMATED FIELDING DATE: Winter 2010)

We expect the rest of this interview to take 30 minutes. Your answers will help improve government programs and how people living in the U.S. learn about those programs. You may choose not to answer any question for any reason. You do not have to reveal any specific information about your own experiences unless you choose to do so. You may stop participating at any time, and there are no consequences for you if you choose to stop.

This survey has been approved by U.S. Office of Management and Budget approval number XXXXXX. Without this number, we could not conduct this survey. If you have comments about the survey, you may send them to an address I will provide at the conclusion.

Shall we start?

1. I am going to read you a list of activities. Please tell me whether or not you participated in the activity in the last 12 months. [IF NEEDED: by participation, I mean attending meetings, volunteering your time for regular activities, or working at sponsored events.]

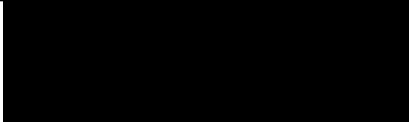
2. How often did you participate in this type of activity in the past year?  
[IF MORE THAN ONE TYPE OF ACTIVITY IS MENTIONED, ASK: Thinking about all activities of this type, about how often did you participate in them in the past year?]

<p>1a. In the last 12 months—that is since [MONTH] of last year—have you attended any meetings or events of a school group, neighborhood, or community association such as PTA or neighborhood watch group?</p> <p>1 <input type="checkbox"/> YES → ask Q2 2 <input type="checkbox"/> NO</p>	<p>1 <input type="checkbox"/> Once a year 2 <input type="checkbox"/> Several times a year 3 <input type="checkbox"/> Once a month 4 <input type="checkbox"/> Several times a month 5 <input type="checkbox"/> Once a week 6 <input type="checkbox"/> never</p>
<p>1b. How about a community service organization such as a food pantry or a tutoring program?</p> <p>1 <input type="checkbox"/> YES → ask Q2 2 <input type="checkbox"/> NO</p>	<p>1 <input type="checkbox"/> Once a year 2 <input type="checkbox"/> Several times a year 3 <input type="checkbox"/> Once a month 4 <input type="checkbox"/> Several times a month 5 <input type="checkbox"/> Once a week 6 <input type="checkbox"/> never</p>
<p>1c. In the last 12 months have you attended services or any other events at a church, synagogue, mosque or other religious institution or organization?</p> <p>1 <input type="checkbox"/> YES → ask Q2 2 <input type="checkbox"/> NO</p>	<p>1 <input type="checkbox"/> Once a year 2 <input type="checkbox"/> Several times a year 3 <input type="checkbox"/> Once a month 4 <input type="checkbox"/> Several times a month 5 <input type="checkbox"/> Once a week 6 <input type="checkbox"/> never</p>
<p>1d. Is there any other type of activity that you have attended meetings for or worked at sponsored events for that I have not mentioned? Please count any type of volunteering work you did.</p> <p>1 <input type="checkbox"/> YES → ask Q2 2 <input type="checkbox"/> NO</p>	<p>1 <input type="checkbox"/> Once a year 2 <input type="checkbox"/> Several times a year 3 <input type="checkbox"/> Once a month 4 <input type="checkbox"/> Several times a month 5 <input type="checkbox"/> Once a week 6 <input type="checkbox"/> never</p>

1e. Have you given blood in the last 12 months?

1  YES

2  NO



3. Would you say that you vote in elections always, almost always, usually, seldom or never?

5  ALWAYS

4  ALMOST ALWAYS

3  USUALLY

2  SELDOM

1  NEVER

6  DO NOT READ: R NOT ELIGIBLE TO VOTE.

		READ LIST. RECORD ONE ANSWER FOR EACH ITEM.				
I'm going to read you two statements that people might make about where they live.		Strongly agree	Agree	Disagree	Strongly disagree	[DO NOT READ] NEITHER / NO OPINION
3a.	The first statement is, "I know many of my neighbors" Do you strongly agree, agree, disagree or strongly disagree with this statement?	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	97 <input type="checkbox"/>
3b.	The next statement is, "If I had to move away from my neighborhood, I would miss it." [IF NEEDED: Would you say you strongly agree, agree, disagree or strongly disagree with this statement?]	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	97 <input type="checkbox"/>

**FOR PANEL MEMBERS ONLY, READ:**

I appreciate your talking with me again today. We expect this interview to take 30 minutes. Your answers will help improve government programs and how people living in the U.S. learn about those programs. You may choose not to answer any question for any reason. You do not have to reveal any specific information about your own experiences unless you choose to do so. You may stop participating at any time, and there are no consequences for you if you choose to stop. Shall we start?

4. Next I would like to ask you about three government programs.

4A. (Have you ever heard of ) The Medicare Part D prescription drug benefit?

1  YES

2  NO

4B. (Have you ever heard of ) The No Child Left Behind Act?

1  YES

2  NO



- 4C. (Have you ever heard of ) The Census?  
1  YES → (SKIP TO INSTRUCTION ABOVE Q6)  
2  NO

5. The Census is the count of all the people who live in the United States. Have you ever heard of that before?  
1  YES  
2  NO

**/\*SKIP INSTRUCTION: IF Q4A=1, ASK Q6. ELSE, SKIP TO INSTRUCTION ABOVE Q7.\*/**

6. Have you heard or seen anything recently about the Medicare part D prescription drug benefit?  
1  YES  
2  NO

**/\*SKIP INSTRUCTION: IF Q4B=1, ASK Q7. ELSE, SKIP TO INSTRUCTION ABOVE Q8.\*/**

7. Have you heard or seen anything recently about the No Child Left Behind Act?  
1  YES  
2  NO

**/\*SKIP INSTRUCTION: IF Q4C=1 OR Q5=1, ASK Q8. ELSE, SKIP TO Q9.\*/**

8. Have you heard or seen anything recently about the 2010 Census?  
1  YES  
2  NO

**/\*SKIP INSTRUCTION: IF Q5 NOT EQUAL 1 AND Q8=2 THEN SKIP TO Q27\*/**

**/\*SKIP INSTRUCTION: IF INTERVIEW DATE IS ON OR AFTER CENSUS MAILOUT DATE, SKIP TO INSTRUCTION BEFORE Q11A.\*/**

9. If the Census were held today, how likely would you be to participate? By participate, we mean fill out and mail in a Census form. Would you say you...?  
5  Definitely would  
4  Probably would  
3  Might or might not  
2  Probably would not  
1  Definitely would not
10. What about most of your friends and neighbors? If the Census were held today, how likely do you think they would be to participate? By participate, we mean fill out and mail in a Census form. Would you say they ...?  
5  Definitely would

- 4  Probably would
- 3  Might or might not
- 2  Probably would not
- 1  Definitely would not

11. How likely are you to recommend participating in the Census to a family member or friend?  
Would you say you...?

- 5  Definitely will
- 4  Probably will
- 3  Might or might not
- 2  Probably will not
- 1  Definitely will not

**/\*SKIP INSTRUCTION: IF QS2=1 THEN SKIP TO Q12\*/**

11a. Is there someone else in your household who disagrees with you about whether or not your household should complete and return a census form?

- 1  YES
- 2  NO

12. Overall, how would you describe your general feelings about the Census? Do you feel...?

- 5  Highly favorable
- 4  Moderately favorable
- 3  Neutral
- 2  Not too favorable
- 1  Rather unfavorable

12A. How sure are you that you are [INSERT RESPONSE FROM 12 HERE] about the census?  
Would you say very sure, somewhat sure, somewhat unsure, very unsure?

- 1  VERY SURE
- 2  SOMEWHAT SURE
- 3  SOMEWHAT UNSURE
- 4  VERY UNSURE

13. In general, how familiar are you with the way Census data impacts you and your community?  
Would you say...?

- 4  Very familiar
- 3  Somewhat familiar
- 2  Not very familiar
- 1  Not familiar at all

14. So far as you know, does the law require you to answer the census questions?

- 1  YES
- 2  NO

15. People have different ideas about what the Census is used for. I am going to read some of them to you. As I read each one, please tell me by indicating yes or no whether you think that the Census is used for that purpose. Is the Census used...?

	YES	NO
a. To decide how much money communities will get from the government?	1 <input type="checkbox"/>	2 <input type="checkbox"/>
b. To decide how many representatives each state will have in Congress?	1 <input type="checkbox"/>	2 <input type="checkbox"/>
c. To count both citizens and non-citizens?	1 <input type="checkbox"/>	2 <input type="checkbox"/>
d. To determine property taxes?	1 <input type="checkbox"/>	2 <input type="checkbox"/>
e. To help the police and FBI keep track of people who break the law?	1 <input type="checkbox"/>	2 <input type="checkbox"/>
f. To help businesses and governments plan for the future?	1 <input type="checkbox"/>	2 <input type="checkbox"/>
g. To locate people living in the country illegally?	1 <input type="checkbox"/>	2 <input type="checkbox"/>

16. Next, I'm going to read some opinions about the Census. As I read each one, tell me if you strongly agree, agree, disagree, or strongly disagree with each of the statements:

	Strongly agree	Agree	Disagree	Strongly disagree	DO NOT READ: NEITHER AGREE NOR DISAGREE /DON'T KNOW
16A. Filling out the Census will let the government know what my community needs. Do you strongly agree, agree, disagree, or strongly disagree with this statement?	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	97 <input type="checkbox"/>
16B. The Census is an invasion of privacy. (IF NEEDED: Do you strongly agree, agree, disagree, or strongly disagree with this statement?)	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	97 <input type="checkbox"/>
16C. The Census Bureau's promise of confidentiality can be trusted. (IF NEEDED: Do you strongly agree, agree, disagree, or strongly disagree with this statement?)	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	97 <input type="checkbox"/>
16D. I am concerned that the information I provide will be misused. (IF NEEDED: Do you strongly agree, agree, disagree, or strongly disagree with this statement?)	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	97 <input type="checkbox"/>
16E. Taking part in the Census shows I am proud of who I am. (IF NEEDED: Do you strongly agree, agree, disagree, or strongly disagree with this statement?)	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	97 <input type="checkbox"/>
16F. My answers to the Census could be used against me. (IF NEEDED: Do you strongly agree, agree, disagree, or strongly disagree with this statement?)	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	97 <input type="checkbox"/>
16G. Answering and sending back the Census matters for my family and community. (IF NEEDED: Do you strongly agree, agree, disagree, or strongly disagree with this statement?)	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	97 <input type="checkbox"/>

- statement?)
- 16H. The government already has my personal information, like my tax returns, so I don't need to fill out a Census form. (IF NEEDED: Do you strongly agree, agree, disagree, or strongly disagree with this statement?) 4  3  2  1  97
- 16I. I just don't see that it matters much if I personally fill out the Census form or not. (IF NEEDED: Do you strongly agree, agree, disagree, or strongly disagree with this statement?) 4  3  2  1  97
- 16J. It takes too long to fill out the Census information, I don't have time. (IF NEEDED: Do you strongly agree, agree, disagree, or strongly disagree with this statement?) 4  3  2  1  97

These next questions are about the Census to be held in 2010 and what you may have heard or seen about it.

First I will ask you about advertisements you might have heard or seen in the media. Then I'll ask you about places in your community you might have heard or seen something about the Census. After that, I will ask you about other stories or features you might have heard or seen about the Census.

**PAID MEDIA CENSUS EXPOSURE (17 to 19H)**

Let us start with advertisements you might have heard or seen in the media.

17. Have you heard or seen advertisements about the Census..
- a. on television? YES  NO
  - b. on the radio? YES  NO
  - c. in magazines? YES  NO
  - d. in newspapers? YES  NO
  - e. on the Internet? YES  NO
  - f. in other places such as coffee cups, billboards or park benches? YES  NO

**/\*IF YES TO AT LEAST ONE MEDIUM IN 17A-F, ASK 18. ELSE SKIP TO 19\*/**

18. Thinking about all of the advertisements you heard or saw in the past 30 days about the Census, how many different times **in the past 30 days** would you say you saw or heard something about the Census?
- 0  none
  - 1  once or twice
  - 2  three to five times
  - 3  six to 10 times
  - 4  eleven or more

**PAID MEDIA MESSAGING**

**/\* IN WAVE 1, THERE WILL BE A SINGLE 'AD' ASKED ABOUT, A 'FALSE' AD THAT WILL CAPTURE ALLEGED REPORTS OF EXPOSURE TO AN AD THAT HAS NOT IN FACT RUN. IN WAVES 2 AND 3, THE SAME SET OF QUESTIONS WILL BE ASKED ABOUT THE INITIAL FALSE AD, AS WELL AS 2 OR 3 TRUE ADS. THESE ITEMS WILL BE SPECIFIED ONCE EXECUTIONS HAVE BEEN FINALIZED BY DRAFTFCB.\*/**

19A. Have you recently seen an advertisement that showed [various film and music celebrities filling out their Census form or going to mail it in/description of ad 1/description of ad 2]?

- 1  YES
- 2  MAYBE, NOT SURE
- 3  NO → [SKIP TO NEXT AD]
- 9  REFUSED → [SKIP TO NEXT AD]

19B. What happens in this ad  
(DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY.)?  
*[code frame is detailed description of advertisement – play by play of the visuals and dialogue]*

Other, specify

19C. During the past 30 days, how often have you seen this advertisement? Would you say...

- 0  none
- 1  once or twice
- 2  three to five times
- 3  six to 10 times
- 4  eleven or more

19D. Where did you see this ad?

1  TELEVISION

2  RADIO

3  MAGAZINES

4  NEWSPAPERS

5  INTERNET

6  OTHER PLACES SUCH AS COFFEE CUPS, BILLBOARDS, PARK BENCHES

19E. Tell me how much you agree or disagree with the following statement: This ad is convincing. Would you say you strongly agree, agree, disagree, or strongly disagree?

1  STRONGLY AGREE

2  AGREE

3  DISAGREE

4  STRONGLY DISAGREE

5  DO NOT READ: NEITHER AGREE NOR DISAGREE

19F. Would you say the ad grabbed your attention?

1  YES

2  NO

19G. Would you say the ad gave you good reasons to mail back your Census form?

1  YES

2  NO

19H. Did you talk to your friends, family, or other people you know about this ad?

1  YES

2  NO

**/\*REPEAT Q19A-Q19H TO LOOP THROUGH ALL ADS.\*/**

19I. As I read each of the following statements, tell me if you strongly agree, agree, disagree, strongly disagree with them: Do you think [FILL IN MEMORABLE NAME OR PHRASE TO DESCRIBE CENSUS CAMPAIGN] is about:

**/\*IF R VOLUNTEERED "DON'T KNOW," OR "NEVER HEARD ABOUT IT,"SKIP TO Q20. ELSE GO TO Q19J.\*/**

19J. As I read each of the following statements, tell me if you strongly agree, agree, disagree, strongly disagree with them: When you think of the [FILL IN MEMORABLE NAME OR PHRASE TO DESCRIBE CENSUS CAMPAIGN] you think:

*[sub-items are based on messaging of final DFCB executions, but might include items such as: Returning the Census form is the right thing to do, People in my community are all returning the Census form, This Census is about people like me, The Census is trying to improve lives of people in my community, Other (specify)]*

19K. For the next series of questions, please tell me whether you agree or disagree with each statement. As I read each one, tell me if you strongly agree, agree, disagree, strongly disagree with each of the statements:

**(RANDOMIZE ORDER OF 19K\_1 AND 19K\_2)**

19K\_1. I'd [FILL IN A RELEVANT BEHAVIOR, MAYBE ATTENDING AN EVENT, SHOWING SUPPORT FOR THE CENSUS, E.G. 'wear a 'It's Up to Us' t-shirt'].

Would you say you:

- 1  STRONGLY AGREE
- 2  AGREE
- 3  DISAGREE
- 4  STRONGLY DISAGREE
- 5  DO NOT READ: NEITHER AGREE NOR DISAGREE

19K\_2. The people in [FILL IN MEMORABLE NAME OR PHRASE TO DESCRIBE CENSUS CAMPAIGN] ads are just like me.

Would you say you:

- 1  STRONGLY AGREE
- 2  AGREE
- 3  DISAGREE
- 4  STRONGLY DISAGREE
- 5  DO NOT READ: NEITHER AGREE NOR DISAGREE

**PARTNERSHIP MESSAGING (20-22F)**

These next questions are about places in your community you may have heard or seen something about the Census.

20. Have you heard or seen anything about the Census...

- a. in a meeting of a religious group? Yes  No
- b. at an activity of a community organization? Yes  No
- c. at a meeting or gathering held by a tribal, state or local government? Yes  No
- d. at a speech made by a local leader? Yes  No
- e. at a local event like a festival or fair? Yes  No
- f. on a sign, poster or meeting exhibit? Yes  No
- g. in a paystub or utility bill insert? Yes  No

**/\*IF YES TO AT LEAST ONE MEDIUM IN 20, ASK 21a. ELSE GO TO 21b.\*/**

21a. Thinking about all of the places in your community we've just talked about, how many different times during the past 30 days would you say you heard or saw something about the census from any of those sources?

- 0  none
- 1  once or twice
- 2  three to five times
- 3  six to 10 times

4  eleven or more

21b. During the past 30 days, about how many different times would you say you had conversations about the Census with friends, family, or other people you know, for example at home, at work, or at the barbershop?

- 0  none
- 1  once or twice
- 2  three to five times
- 3  six to 10 times
- 4  eleven or more

21c. During the past 30 days, how many different times would you say you saw someone with a personal item about the Census -- like a baseball cap, bumper sticker or pen?

- 0  none
- 1  once or twice
- 2  three to five times
- 3  six to 10 times
- 4  eleven or more

**/\*SKIP INSTRUCTION: IF R TALKED WITH SOMEONE IN THE COMMUNITY (21b>0), ASK 22a. ELSE SKIP TO NEXT SKIP INSTRUCTION.\*/**

**/\*SKIP INSTRUCTION: IF R REPORTS EXPOSURE TO PARTNERSHIP ACTIVITIES FOR AT LEAST ONE CATEGORY (YES TO 20a THROUGH 20g), ASK Q22. ELSE, SKIP TO Q22D.\*/**

22. Have you spoken to or heard someone in your community talk about the Census?

- 1  YES (ASK 22A)
- 2  NO

IF NOT YES, SKIP TO 22D.

22A. Who in your community have you spoken to or heard talk about the Census? DO NOT READ CATEGORIES EXCEPT TO PROBE.

RECORD VERBATIM: \_\_\_\_\_

THEN CODE ALL THAT APPLY.



- 1  GOVERNMENT OFFICIAL
- 2  RELIGIOUS LEADER
- 3  SOMEONE FROM MY UNION OR WORKPLACE
- 4  SOMEONE FROM A COMMUNITY ORGANIZATION
- 5  A FRIEND, RELATIVE OR NEIGHBOR
- 6  OTHER
- 7  DON'T RECALL/DIDN'T KNOW THEM

22B. Would you say the messages you've heard in your community about the Census changed some of what **you** believe about the Census?

- 1  YES
- 2  NO

22B1. Would you say the messages in your community about the Census changed some of what **your friends and family** believe about the Census?

- 1  YES
- 2  NO

22C. Would you say the messages you've heard in your community about the Census gave **you** good reasons to complete and mail back a Census form?

- 1  YES
- 2  NO

#### **CENSUS IN SCHOOLS EXPOSURE**

22D. Do you have children in your household who attend Kindergarten through 12<sup>th</sup> grade in public, private or tribal school?

- 1  YES (ASK 22E)
- 2  NO (ASK 23A)

22E. Did the student(s) tell you anything about the 2010 Census?

- 1  YES
- 2  NO

22F. Did the student (s) show you printed materials or information about the 2010 Census?

- 1  YES
- 2  NO

22G. Thinking about all of the ways the students told you or showed you something about the Census during the past 30 days, how many different times in the past 30 days would you say they told you or showed you something about the Census?

- 0  none
- 1  once or twice
- 2  three to five times
- 3  six to 10 times
- 4  eleven or more

23. QUESTION OMITTED.

**EARNED MEDIA CENSUS EXPOSURE (24-25)**

**These next questions are about stories or features in newspapers, magazines, television, radio or internet you may have heard or seen about the Census.**

24. Not including advertisements, have you heard or seen any stories or features about the Census...

- a. in a newspaper or magazine article? Yes  No
- b. on television or radio? Yes  No
- c. on the internet? Yes  No

**/\*IF YES TO 24C, ASK 24d-f, ELSE SKIP TO INSTRUCTION ABOVE 25\*/**

24. On the internet, did you hear or see anything about the Census on...

- d. Internet blogs Yes  No
- e. Social networking sites (e.g., Facebook, Myspace) Yes  No
- f. Regular web sites Yes  No

**/\*IF YES TO AT LEAST ONE MEDIUM IN 24A-C, ASK 25. ELSE SKIP TO 26A\*/**

25. Thinking about all of the places you heard or saw stories or features about the Census in the past 30 days, how many different times in the past 30 days would you say you heard or saw something about the Census?

- 0  none
- 1  once or twice
- 2  three to five times
- 3  six to 10 times
- 4  eleven or more

26A. Did you hear or see anything about the Census in Census job announcements?

- 1  Yes
- 2  No

26b. Thinking about all the possible sources we have just talked about, including advertisements, places in your community, and other media, how many different times **during the past 30 days** would you say you saw or heard something about the Census?

- 0  none
- 1  1 to 9 times
- 2  10 to 29 times
- 3  30 to 59 times
- 4  60 times or more

26c. Again thinking about all the possible sources we have talked about, what specific groups, people, or sources of information would you say you rely on the most to learn about the Census?

RECORD VERBATIM THEN CODE: \_\_\_\_\_

- 0  FAMILY MEMBER OR OTHER PERSONAL ACQUAINTANCE
- 1  CLERGY MEMBER, ETHNIC GROUP LEADER, OTHER CIVIC LEADER
- 2  TELEVISION SOURCE (E.G., NEWS, CHANNEL, OR OTHER SHOW)
- 3  INTERNET SOURCE (E.G., BLOGS, ON-LINE NEWSPAPER, LISTSERV, ETC.)

- 4  OTHER MEDIA SOURCE (E.G., NEWSPAPER, RADIO, MAGAZINES)  
5  OTHER SOURCE

26d. Have you heard or seen anything about the Census in a language other than English?

- 1  YES  
2  NO

**<MODE SPECIFIC CUEING ITEMS – we will have a different ‘clip’ for each medium>**

Next I will show you a card/clip and ask you how you feel about each clip.

27. Please (take a look at this card/take a look at this clip/listen to this clip) from an ad that is being run in some parts of the country. Do you recall seeing an ad like this one?

- 1  Yes  
2  No → IF NOT YES, SKIP TO INSTRUCTION BEFORE W2\_1.

27A. Did you remember the ad from radio, a newspaper, a magazine, a billboard or other outdoor sign, from TV or from somewhere else? CODE ALL THAT APPLY.

- 1  radio  
2  newspaper  
3  magazine  
4  billboard or other outdoor sign  
5  TV  
6  Other (specify) \_\_\_\_\_

27B. What do you recall as the most important message of the ad?

*[code frame will be based on clip used, similar to 21C: civic participation, gathering important information for our country, helping people in my community, making sure everyone like me is counted in the Census, etc.]*

27C. Did you find this ad convincing?

- 1  Yes  
2  No

<End MODE SPECIFIC CUEING ITEMS>

**/\*SKIP INSTRUCTION: IF INTERVIEW DATE IS ON OR AFTER CENSUS MAILOUT DATE, ASK W2\_1. ELSE, SKIP TO GENERAL MEDIA USE.\*/**

W2\_1. Did your household receive a census questionnaire delivered to you at your home in March of this year?

- 1  YES  
2  NO

W2\_1A. [IF W2=1, READ: Before the questionnaire arrived,] were you expecting to get one?

- 1  YES
- 2  NO

**/\*SKIP INSTRUCTION: IF W2\_1=YES, SKIP TO W2\_3. ELSE, ASK W2\_1B.\*/**

W2\_1B. If you received a Census form today, how likely would you be to participate? By participate, we mean fill out and mail in a Census form. Would you say you...?

- 5  Definitely will
- 4  Probably will
- 3  Might or might not
- 2  Probably will not
- 1  Definitely will not

W2\_1C. What about most of your friends and neighbors? If they received Census forms today, how likely do you think they would be to participate? By participate, we mean fill out and mail in a Census form. Would you say they ...?

- 5  Definitely will
- 4  Probably will
- 3  Might or might not
- 2  Probably will not
- 1  Definitely will not

W2\_1D. How likely are you to recommend participating in the Census to a family member or friend? Would you say you...?

- 5  Definitely will
- 4  Probably will
- 3  Might or might not
- 2  Probably will not
- 1  Definitely will not

**/\*SKIP INSTRUCTION: IF W2\_1=NO, DON'T KNOW OR REFUSED, SKIP TO INSTRUCTION BEFORE GENERAL MEDIA USE.\*/**

W2\_3. Did someone complete and mail back the questionnaire?

- 1  YES → (SKIP TO GENERAL MEDIA USE)
- 2  NO

W2\_4. Did anyone ever open the envelope?

- 1  YES
- 2  NO → (SKIP TO W2\_7A)
- 98  DON'T KNOW → (SKIP TO W2\_7A)
- 96  REFUSED

W2\_5. Did anyone start to fill out the census form that was inside?

- 1  YES
- 2  NO
- (READ BELOW)
- 98  DON'T KNOW
- 96  REFUSED

**/\*NOTE TO INTERVIEWER: IF W2\_5 IS NO ASK W2\_6 THEN SKIP TO W2\_7A. IF W2\_5 IS YES, DK OR REF, SKIP TO W2\_7. \*/**

W2\_6 When you first saw the questionnaire, did it look like it would be hard or easy to complete?

- 1  HARD
- 2  EASY
- 3  DO NOT READ: NEITHER
- 4  DO NOT READ: NEVER SAW IT

W2\_7. Did someone finish filling out the form?

- 1  YES
- 2  NO → (SKIP TO W2\_7A)

W2\_7A. Why not? What happened? (DO NOT READ CATEGORIES)

- 1  DOESN'T SPEAK ENGLISH
- 2  COULD NOT READ THE FORM
- 3  CONFIDENTIALITY CONCERNS
- 4  FORM WAS TOO LONG
- 5  FORM WAS TOO DIFFICULT
- 6  NEVER GOT A FORM
- 7  TOO BUSY
- 8  WANTED MORE INFO ON CENSUS (WHY NEED IT?) \_\_\_\_\_
- 9  OTHER (SPECIFY) \_\_\_\_\_

## GENERAL MEDIA USE

**/\*SKIP INSTRUCTION: IF R COMPLETED WAVE 1, SKIP TO DEMOGRAPHICS.\*/**

Now I have a few questions about how you spend your time in a typical seven day week.

28A. How many hours per **week** do you usually spend working for pay?

Number of hours 

--	--	--

IF R UNABLE TO PROVIDE NUMBER, CODE INTO CATEGORIES:

- 1  NONE
- 2  ONE TO NINETEEN HOURS

- 3  TWENTY TO THIRTY-NINE HOURS
- 4  FORTY AND MORE HOURS

28B. During a **typical day**, about how many hours do you usually spend watching television, including hours when you are doing something else at the same time?

Number of hours 

--	--	--

IF R UNABLE TO PROVIDE NUMBER, CODE INTO CATEGORIES:

- 1  NONE
- 2  LESS THAN THREE HOURS
- 3  THREE HOURS OR MORE

29. During a typical 7-day **week**, how many hours do you usually spend listening to the radio, either at home, in your car, through the internet, or elsewhere?

Number of hours 

--	--	--

IF R UNABLE TO PROVIDE NUMBER, CODE INTO CATEGORIES:

- 1  NONE
- 2  ONE TO NINETEEN HOURS
- 3  TWENTY OR MORE HOURS

30. About how many hours in a **typical 7 day week** do you usually spend reading newspapers or magazines?

Number of hours 

--	--	--

IF R UNABLE TO PROVIDE NUMBER, CODE INTO CATEGORIES:

- 1  NONE
- 2  ONE TO TWO HOURS
- 3  THREE OR MORE HOURS

31. About how many hours in a **typical 7 day week** do you spend using social networking tools such as instant messaging, Facebook or Myspace?

Number of hours 

--	--	--

IF R UNABLE TO PROVIDE NUMBER, CODE INTO CATEGORIES:

- 1  NONE
- 2  ONE TO TWENTY HOURS
- 3  MORE THAN TWENTY HOURS

32. About how many hours in a **typical 7 day week** do you spend on the Internet doing other things such as checking email, looking for information, shopping or reading, writing or commenting on blogs?

Number of hours

--	--	--

IF R UNABLE TO PROVIDE NUMBER, CODE INTO CATEGORIES:

- 1  NONE  
2  ONE TO TWENTY HOURS  
3  MORE THAN TWENTY HOURS
- 32B In a typical week, do you spend any time reading newspapers or newsletters produced locally by an ethnic or religious group?
- 1  YES  
2  NO

## DEMOGRAPHICS

**/\*SKIP INSTRUCTION: IF R COMPLETED WAVE 1, SKIP TO CONTACT INFORMATION.\*!**

I just have a few questions left about you and your household.

33. Which of the following best describes your age?

- 1  18 to 29  
2  30 to 44  
3  45 to 64  
4  65 or older

34. How long have you lived at your current address?

READ LIST IF NECESSARY. RECORD ONE ANSWER.

- 1  Less than 1 year  
2  1-3 years  
3  4-7 years  
4  8-10 years  
5  More than 10 years but not whole life  
6  All of my life

35. What is the highest grade or year of regular school you have completed?

- 1  Less than high school  
2  Some high school, no diploma  
3  High school diploma  
4  Some college, no diploma  
5  College degree  
6  Graduate or professional studies after college

36. In the past six months, have you attended a class in an adult education program, including one in a college or university?
- 1  YES
  - 2  NO
37. Were you born in the United States?
- 1  YES
  - 2  NO
38. What is your marital status?
- 1  Now married
  - 2  Widowed
  - 3  Divorced
  - 4  Separated
  - 5  Never married
39. Do you rent or own your home?
- 1  RENT
  - 2  OWN
  - 3  OTHER
40. What language is usually spoken in this household?
- 0  ENGLISH
  - 1  ARABIC
  - 2  CANTONESE
  - 3  FRENCH CREOLE
  - 4  HINDI
  - 5  JAPANESE
  - 6  KHMER
  - 7  KOREAN
  - 8  MANDARIN
  - 9  POLISH
  - 10  RUSSIAN
  - 11  SPANISH
  - 12  TAGALOG
  - 13  VIETNAMESE
  - 14  OTHER (*SPECIFY*) \_\_\_\_\_
41. I am going to read you a list of income categories. Please stop me when I reach the category that best describes the combined annual income of all members of this household in the last calendar year, including wages or salary, pensions, interest or dividends, and all other sources before taxes and other deductions?
- 1  Less than \$25,000
  - 2  \$25,000 to \$59,999
  - 3  \$60,000 to \$119,999
  - 4  \$120,000 or more



**CONTACT INFORMATION**

**/\*SKIP INSTRUCTION: IF R COMPLETED WAVE 1, ASK 42. ELSE, SKIP TO END.\*/**

42. I have your street address as {ADDRESS}. Is that correct?

- 1  YES → (ASK 43)
- 2  NO → (ASK 42A)

42A. What is your correct street address?

Street

City  State  Zip

43. Thank you very much; you've given us some valuable information today. We will be recontacting some participants in this survey to make sure that we collected our data properly and to follow-up on some of the questions that we discussed today. May we contact you in the future?

- 1  YES → (ASK 44)
- 2  NO → (ASK43a)

43A. You always have the right in the future to refuse to speak to us further, or to receive additional information about the value of participating in this study. May I record your contact information so that we may approach you in the future?

- 1  YES → (ASK 44)
- 2  NO → (END)

44. Please tell me your full name.

First  Last

45. What is the best telephone number for us to reach you?

Telephone (  )  —

45A. Is this a home phone, a cell phone, a phone at your workplace, or another type of phone?

- 1  HOME
- 2  CELL/MOBILE
- 3  WORKPLACE
- 4  OTHER

46. Is there another telephone number where we may try to reach you?

Telephone (    )    —

46A. Is this a home phone, a cell phone, a phone at your workplace, or another type of phone?

- 1  HOME
- 2  CELL/MOBILE
- 3  WORKPLACE
- 4  OTHER

47. Do you have an e-mail address where we may try to reach you?

@

48. Please tell me about someone who will always know how to find you. What is that person's name?

First  Last

48a. Please tell me two ways that we may try to reach that person if we are unable to contact you, for example, a telephone number, an e-mail address, or a mailing address.

Telephone (    )    —

Email  @

Street

City  State   Zip

END. Those are all of the questions I have for you today. Thank you very much for speaking with me.

Do you want the address where you can provide comments on this survey? IF NEEDED: Send comments regarding this burden estimate or any other aspect of this collection of information to: Paperwork Project 0607-0947, U.S. Census Bureau, 4600 Silver Hill Road, Room 3K138, Washington, DC 20233. You may e-mail comments to [Paperwork@census.gov](mailto:Paperwork@census.gov); use "Paperwork Project xxxxxx" as the subject.